

ORDER



Orders
Order / Rev: 703379 - 3
Alt Order #: 06257821
Product Desc: DFND JSTCE FR PLTCS
Estimate: 1546
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 07/30/12 / 10/29/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Defend Justice from Politics
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	11	\$22,800.00	\$19,380.00
10/29/12	10/29/12	5	\$10,300.00	\$8,755.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$22,800.00	\$19,380.00	0.00
November 2012	5	\$10,300.00	\$8,755.00	0.00
Totals	16	\$33,100.00	\$28,135.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTSP-TV	18%	\$33,100.00
Market	100%	\$183,888.89

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	17%	\$31,261.11
WFTS	22%	\$40,455.56
WMOR	7%	\$12,872.22
WTOG	4%	\$7,355.56
WTTA	3%	\$5,516.67
WTVT	25%	\$45,972.22
WVEA	0%	\$0.00
WWSB	4%	\$7,355.56
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/26/12	10/26/12	M-F 5-530p 5-530p 10 News	CM	5-530p	----F--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	----F--	1		\$1,100.00	0.00							
2	WTSP	10/29/12	10/29/12		CM	1135p-1237a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00

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Advertiser: Defend Justice from Politics
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 Estimate: 1546

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WTSP	10/23/12	10/23/12	M-F 530-6p 10 News at 530p	CM	530-6p	-T-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
				10 NEWS-5:30PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1				\$1,100.00		0.00			
16	WTSP	10/23/12	10/23/12	7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1				\$5,200.00		0.00			
17	WTSP	10/24/12	10/24/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
				10 NEWS-5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1				\$1,100.00		0.00			
18	WTSP	10/24/12	10/24/12	7-730p Wheel of Fortune	CM	7-730p	--W----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1				\$5,200.00		0.00			
N 19	WTSP	10/29/12	10/29/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$800.00		0.00			
													Totals	16	\$33,100.00